

PAGE 1 OF 24 PAGES

1. DATE OF ORDER  
7/15/09

2. CONTRACT NO. (If any)  
GS-35F-4594G

6. SHIP TO

3. ORDER NO.  
1525

4. REQUISITION/REFERENCE NO.  
PR-HQ-09-13144

5. ISSUING OFFICE (Address correspondence to)

Environmental Protection Agency MC-75

7 TO:

a. NAME OF CONTRACTOR

SYSTEMS RESEARCH AND APPLICATIONS  
CORPORATION

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C STREET ADDRESS  
4300 FAIR LAKES COURT

**d. CITY**  
**Fairfax**

e. STATE  
VA

f. ZIP CODE	22033
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9 ACCOUNTING AND APPROPRIATION DATA  
See Attached

☐ a. PURCHASE  
REFERENCE YOUR:

Please furnish the following on the terms and conditions specified on both sides of this order and on the attached sheet. If any, including delivery as indicated

☒ [X]

b.TASK -- Except for billing instructions on the reverse, this task order is subject to instructions contained on this side only of this form and is issued subject to the terms and conditions of the above-numbered contract.

10. REQUISITIONING OFFICE  
Same as Block 6

11. BUSINESS CLASSIFICATION (Check appropriate box(es))

11 a. SMALL

[X] b. OTHER THAN SMALL

11 c. DISADVANTAGED

     d. WOMEN OWNED

12 F.O.B. POINT

Same as Block 6

14. GOVERNMENT B/L NO.

15. DELIVER TO F.O.B. POINT  
ON OR BEFORE (Date)

T 16. DISCOUNT TERMS

13 PLACE OF

### a. INSPECTION

**Same as Block 6**

b. ACCEPTANCE

Same as Block 6

17. SCHEDULE (See reverse for Rejections)

ITEM NO (a)	SUPPLIES OR SERVICES (b)	QUANTITY ORDERED (c)	UNIT (d)	UNIT PRICE (e)	AMOUNT (f)	QUANTITY ACCEPTED (g)
	The Contractor shall provide Graphics and Media support services.					
0001	BASE POP: 07/21/2009 – 07/20/2010 Labor Hours NTE: 28,000 Ceiling NTE: \$1,918,212.00	1	JOB		\$1,918,212.00	
0002	OPTION PERIOD I: POP: 07/21/2010 – 07/20/2011 Labor Hours NTE: 28,000 Ceiling NTE: \$1,956,184.00	1	JOB		\$1,956,184.00	
0003	OPTION PERIOD II: POP: 07/21/2011 – 07/20/2012 Labor Hours NTE: 28,000 Ceiling NTE: \$1,994,920.00	1	JOB		\$1,994,920.00	
0004	OPTION PERIOD III: POP: 07/21/2012 – 07/20/2013 Labor Hours NTE: 28,000 Ceiling NTE: \$2,034,396.00	1	JOB		\$2,034,396.00	
0005	OPTION PERIOD IV: POP: 07/21/2013 – 07/20/2014 Labor Hours NTE: 28,000 Ceiling NTE: \$2,074,705.00	1	JOB		\$2,074,705.00	
0006	OPTION PERIOD V: POP: 07/21/2014 – 07/20/2015 Labor Hours NTE: 28,000 Ceiling NTE: \$2,115,775.00	1	JOB		\$2,115,775.00	
SEE BILLING INSTRUCTIONS ON REVERSE	18. SHIPPING POINT	19. GROSS SHIPPING WEIGHT	20. INVOICE NO.			17(h). TOT. (Cont. pages)
	21. MAIL INVOICE TO:					
	a. NAME U.S. Environmental Protection Agency					
	b. STREET ADDRESS (or P.O. Box) RTP-Finance Center (D143-02) 109 T.W. Alexander Drive					
	c. CITY Durham	d. STATE NC	e. ZIP CODE 27711		\$12,094,192.00	17(i). GRAND TOTAL

22. UNITED STATES OF AMERICA BY (Signature)

23. NAME (Typed)
------------------

DAVID F. FULLER

TITLE: CONTRACTING/ORDERING OFFICER

# SES3 1525 Graphics and Media

Contract: GS-35F-4594G, Task Order: 1525

Lead PR Number: PR-HQ-09-13144

## Summary Information

Title: SES3 1525 Graphics and Media  
Period of Performance: From: 07/21/09 To: 07/20/10  
Award Date:  
Total Funding: \$209,000.00

## Accounting/Appropriation Data

POP	DCN	BFYS	Appr.#	Org	Program Element	Site/Project	Cost Org	Obj Class	Amount	P/C
Opt 3	CDH011	09	C	26CB000	203FA7A	00000000		2504	\$57,000.00	P
Opt 3	CDH011	09	C	26CB000	303FB3A	00000000		2504	\$42,000.00	P
Opt 3	CDH011	09	C	26CB000	404FA8A	00000000		2504	\$1,000.00	P
Opt 3	XPG012	09	C	26XP000	404FB2APW	00000000		2504	\$4,500.00	P
Opt 3	XPG012	09	C3	26XP000	303FB3A	HQ00BG00		2504	\$5,500.00	P
Opt 3	UJPR15	09	C	26UJ000	404FB2APW	00000000		2583	\$70,000.00	P
Opt 3	XQ2G02	09	C	26XQ000	203FC1A	00000000		2505	\$29,000.00	P

## Funding Breakout

Acct.Info	Funding Category	Amount
FY2009 - CDH011	Cost Ceiling	\$100,000.00
	Total:	\$100,000.00
FY2009 - UJPR15	Cost Ceiling	\$70,000.00
	Total:	\$70,000.00
FY2009 - XPG012	Cost Ceiling	\$10,000.00
	Total:	\$10,000.00
FY2009 - XQ2G02	Cost Ceiling	\$29,000.00
	Total:	\$29,000.00

## Procurement Management Roles

### TASK ORDER CONTRACTING OFFICER'S REPRESENTATIVE:

U.S. E.P.A.  
Attn: KELLEY S. HOLTON  
RESEARCH TRIANGLE PARK  
RTP, NC 27711

Mail Code: MC-75  
Phone Number: (919) 541-2125  
Fax Number:  
E-Mail Address: holton.kelley@epa.gov

### ALTERNATE TASK ORDER CONTRACTING OFFICER'S REPRESENTATIVE:

U.S. E.P.A.  
Attn: VELEZ C. CHILDRESS  
RESEARCH TRIANGLE PARK  
RTP, NC 27711

Mail Code: D343-04  
Phone Number: (919) 541-4583  
Fax Number:  
E-Mail Address: childres.velez@epa.gov

## Task Order Totals

Category	POP	Amount
Cost Ceiling	BASE	\$1,918,212.00



## **SOFTWARE ENGINEERING & SPECIALIZED SCIENTIFIC SUPPORT (SES<sup>3</sup>) Graphics and Media Support**

### **BACKGROUND**

The Environmental Protection Agency (EPA), Office of Research and Development (ORD), has a requirement for graphics and media support services for all of ORD's facilities. EPA depends upon accurate information and reliable communications to execute its mandated functions and make informed, timely and correct decisions. EPA prefers the use of Web technology as a strategic methodology for communication with the public, our business partners, and our employees.

ORD has the need for production of thousands of graphics and media products yearly for use by its scientists for wide range of EPA-related purposes. ORD would like to evolve its investment in graphics and media support to present a much more global approach. Current challenges with the provision of these services include the following:

- Innovation and motivation to bring forth ideas for resource efficiencies is limited.
- Work processes are established and controlled individually at each site, as opposed to along functional lines across the enterprise.
- The process for submission and approval of graphics requests is cumbersome for all parties—the ORD customer, the designated Contracting Officer's Representative, and the Contractor.
- Submission and approval process for graphics request is not standard across the enterprise, with multiple work requests systems in use ranging from electronic incident management tools to email to paper forms to home-grown data bases.
- While some sites retain collections of graphics deliverables with varying levels of organization, ORD lacks an enterprise graphics library.
- ORD has created visual identity guidelines that include templates for production of graphics deliverables, but sites have been slow to adopt these guidelines and utilize the templates.
- Identification and evaluation of new tools is slow, and implemented on a very narrow basis as requested by individual sites.

### **SES<sup>3</sup> Environment for Graphics and Media Support**

Under the Graphics and Media Support Task Order, ORD seeks a graphics contractor who can provide the outstanding graphics and media products that are expected by task order customers, while simultaneously affecting positive and timely change to drive process and service delivery improvements. Implementation of a vehicle with enterprise-wide, functionally-based graphics and media support will be key elements of this positive change. Other key elements include:

- Partnership with ORD to provide top quality graphics and media services
- Documentation and implementation of enterprise-wide, functionally aligned processes and practices, including product menus and a tool to catalog and allow for re-use of graphical and media products

- Regular review of processes and procedures to ensure that they remain relevant, measurable, and unencumbered
- Monitoring and evaluation of service provision in order to create time and cost efficiencies
- Evaluation of tools and processes to enhance graphics and media support

## **PURPOSE AND SCOPE**

The goal of this Task Order is to provide flexible, innovative, and cost effective solutions to meet the graphics and media needs of the EPA, ORD, and partner user communities including other Federal and state agencies. Prospective quoters are encouraged to offer creative and innovative solutions that meet overall strategic objectives.

Services to be provided by the contractor include print and online layouts, creating charts, machine drawings, base maps, instrument arrays, graphs and profiles of data parameters, color illustrations for public presentations, flow charts, scientific illustrations, signs, posters, displays, project status illustrations, altering and touching up photos.

These standard off-the-shelf commercial graphics, word processing desktop publishing, and digital video and sound editing shall be used by the contractor staff in producing original graphics, CDs, brochures, and video. Tasks shall range in complexity from the very simple to those requiring animation and advanced production of interactive, high resolution presentations that may require high resolution color graphical displays on various terminals, workstations and other high end digital technologies.

The contractor shall provide trained and experienced staff for state-of-the-art graphical design and layout, photographic and video techniques and current releases of standard off-the-shelf commercial graphics, Internet, multimedia and word processing desktop publishing software

**Task Order Objectives:** EPA's objective is to establish a performance-based Task Order to provide graphics and media support. Central to this effort are the means to:

- Assist in developing and maintaining an approach to graphics and media support that is responsive to EPA and ORD business needs.
- Optimize internal and external communications and sharing of information.
- Provide flexibility for change as the nature of graphics support services changes.
- Provide uninterrupted operations and minimize organizational disruption during transition.
- Respond to requirements on short notice and provide rapid solutions following established and known processes.

## **Task Order REQUIREMENTS**

### ***1. Task Order Management Task***

Subtask 1-A. Progress Reporting

Subtask 1-B. Financial reporting and cost tracking

Subtask 1-C. Task Order Management Plan



- Subtask 1-D. Library and Menu of Task Order Services
- Subtask 1-E. Work request handling and tracking
- Subtask 1-F. Organizational and management services
- Subtask 1-G. Other related service
- Subtask 1-H. SES3 Contractor Staff Report

**Subtask 1-A. Progress Reporting**

The contractor shall provide progress reporting monitoring performance and finances associated with this task order. The Technical Progress Report shall address each active Task Order separately, give a general outline of the effort, state the percentage of work completed for the Task Order during the reporting period, and relate it to the overall effort. ORD reserves the right to provide the format and elements the Progress Report will include. At minimum, the following:

- (a) The Contractor shall furnish three (3) copies of the combined monthly technical and financial progress report stating the progress made, including the percentage of the project completed, and a description of the work accomplished to support the cost. Include the estimated percentage of task completed during the reporting period for each task order.
- (b) Specific discussions shall include difficulties encountered and remedial action taken during the reporting period, and anticipated activity with a schedule of deliverables for the subsequent reporting period.
- (c) The Contractor shall provide a list of outstanding actions awaiting Contracting Officer authorization.
- (d) The report shall specify financial status at the task order level as follows:
  - (1) For the current reporting period, display the amount claimed.
  - (2) For the cumulative period and the cumulative task order life display: the amount obligated, amount originally invoiced, amount paid, amount suspended, amount disallowed, and remaining approved amount. The remaining approved amount is defined as the total obligated amount, less the total amount originally invoiced, plus total amount disallowed.

## (3) For labor hours:

- A list of employees, their labor categories, and the numbers of hours worked for the reporting period.
- For the current reporting period, display the expended direct labor hours, and the total loaded direct labor costs.
- For the cumulative task order period display: the negotiated and expended direct labor hours and the total loaded direct labor costs.
- Display the estimated direct labor hours and costs to be expended during the next reporting period.
- Display the current dollar obligated in the task order, net amount invoiced, and remaining amounts for the following categories: Direct labor hours, total estimated cost, subcontracts by individual subcontractor, travel, program management, and Other Direct Costs (ODCs).
- Unbilled allowable costs. Display the total costs incurred but unbilled for the current reporting period and cumulative for the task order.
- For the cumulative period display: amount shown on each TDD; amount currently claimed; and remaining approved amount. The remaining approved amount is defined as: the TDD amount less total amounts originally incurred.
- Display the estimates of remaining direct labor hours and costs required to complete the task order.
- Provide a graph using a vertical axis for dollars and a horizontal axis for expenditures against the total estimated cost of the Task Order.
- A list of deliverables for each task order during the reporting period.
- A status listing of all requests received by the contractor during that month and all requests listed as incomplete on the previous monthly report. The numbers of hours required to complete each request shall be provided.

**Subtask 1-B. Financial Reporting and Cost Tracking:** In addition to standard Task Order reporting requirements, ORD requires a mechanism for providing costs and estimates at the TDD or project request level with the capability to track costs to the type of work performed as it relates to graphics and media production. All costs associated with projects and/or work requests shall be reported in the monthly report by TDD as well as at an aggregate level, and as specified by the individual Task Order TDDs. All costs associated with specific project codes shall be reported in the monthly report, and as specified in the individual work request.

- Project codes shall be established before technical work begins. Work estimates shall include costs associated with each major project milestone phase.
- All cost-tracking for work to be billed must include information to identify the following:
  - A. Task Order Number
  - B. ORD's Lab, Center, or Office for which requested work was done
  - C. Location to which requested work shall be charged
  - D. Task and Subtask Areas of this SOW
  - E. SOW Task
- Create financial reports and track costs at a detailed level and produce standard reports as well as ad hoc reports.



- Changes in established project codes must be reviewed and approved by the TOCOR.
- Costs shall be included in the monthly financial report due by the 15th of the month following the month reported.
- Additional financial reporting requirements will be specified in the individual work request/TDD.
- Reports shall be accurate, clear, complete, timely and in accordance with the requirements in the work request. Information in the monthly progress reports must be consistent with costs identified in the associated monthly invoice and consistent with generally accepted accounting principles.

**Subtask 1-C. Task Order Management Plan**

The contractor shall prepare a Task Order Management Plan describing the technical approach, organizational resources, and management controls to be employed to meet the cost, performance, and schedule requirements throughout Task Order execution. The contractor shall employ a program management structure to ensure the efficient execution of all taskings/TDDS, and the capability to report on the status of work performed. The contractor shall use a single point of contact (POC) for all matters regarding project administration and reporting.

**Subtask 1-D. Library and Menu of Task Order Services**

1. The contractor shall create and maintain a Graphics & Media support menu of services, to include at a minimum:
  - Description of the services offered under the TO
  - How to request those services
  - Lead-time required for requests (i.e. how long prior to due date a specific graphics or media deliverable must be requested)
  - Approximate turn-around times to receive level of effort estimates (i.e. how long before the customer gets first contact from the service provider)
  - Length of time required for completion of common service requests
2. The contractor shall create and maintain standard operating procedures (SOPs) for reviewing and updating the Graphics and Media support menu of services.
3. The contractor shall create and maintain an enterprise-accessible Graphics & Media product library, to include at a minimum:
  - Meta-data about deliverables
  - Thumbnails of completed products, suggested layouts, optional templates
  - Examples of all deliverables for services outlined on the menu
4. The contractor shall create, and maintain standard operating procedures (SOPs) for reviewing, updating, and maintaining the Graphics and Media product library. The contractor shall maintain the library as new graphic and media products are created.

**Subtask 1-E. Work request handling and tracking:** The Contractor shall provide EPA customers with a centralized method of requesting graphics and media support services at no cost to the government or the EPA shall utilize email as a work request system (WRS). The

appropriate CORs shall have access to this system for the purposes of tracking status, approval, and cost. EPA will issue Technical Directive Documents (TDDs) to the Task Order Contractor that will provide specific and detailed descriptions of work requirements. After the establishment of a TDD, work shall be issued as projects through a Contractor-provided work request system (WRS). The phrase "work request system" refers to a standard solution. The WRS provides detailed work descriptions and routing approvals for requests associated with the applicable TO. The work requests will be routed to the appropriate COR for review, and approved requests will then be routed to the Contractor. The Contractor shall provide a written estimate of the number of hours necessary to complete the work. Work shall not start until approved by the COR. When ad hoc plans or reports are required, a request will be submitted via the WRS. The date of delivery for such items will be specified at time of the request. EPA standard operating procedures may require a technical work plan be submitted to the COR within a specified timeframe that contains specific deliverables and due dates for submission to the COR. When eighty-five percent (85%) of the ceiling hours have been expended on any Work Request issued with a ceiling of a minimum of forty (40) hours or more, the COR as designated in the TDD shall be notified by the contractor in writing via the same WRS. If additional hours are necessary, contractor shall provide COR with an estimate to complete the work request. If the request for additional hours exceeds 15% of the original estimate, the request must include a description of changes to the original estimate and why hours beyond the original estimate are needed to complete the work outlined in that estimate. The COR shall approve or disapprove the requests and/or additional hours as appropriate.

1. The Contractor shall provide ORD-enterprise workflow diagrams, SOPs, and process documents for work requested and products created under this Task Order.
2. The Contractor shall provide a schedule for review of workflow diagram, SOPs and process documents, and shall maintain these documents and deliverables according to that schedule following EPA approval
3. The Contractor shall provide a work schedule to include all known and anticipated projects and work requests across the enterprise requiring forty (40) hours of work by the Contractor to complete. This schedule shall be updated and delivered to the TOCOR, Deputy TOCOR, and other personnel designated in writing by the TOCOR twice monthly, at a minimum.

**Subtask 1-F. Organizational and Management Services:** As identified in the SES<sup>3</sup> BPA SOW.

**Subtask 1-G. Other Related Services:** As identified in the SES<sup>3</sup> BPA SOW.

**Subtask 1-H. SES3 Contractor Staff Report**

The contractor shall submit a SES3 Contractor Staff Report in Excel which includes the following information:



Contractor's Last Name  
 Contractor's First Name  
 Task Order #  
 TDD#  
 EPA Technical Monitor  
 Location  
 Gov't Site or Vendor Site  
 AAA Token Serial #\*  
 EPA Lotus Notes – ID and/or Email\*\*  
 EPA Issued Computer – Yes/No  
 EPA Computer Decal #  
 EPA Badge #\*  
 Notes

\* Insert N/A if not applicable

\*\* Identify which or N/A if neither

### **Deliverables Subtask 1-A through 1-D**

#### **Subtask 1-A Progress Reporting:**

Each monthly technical status report and financial status report shall be delivered electronically to the Contracting Officer, the BPA Contracting Officer's Representative, and Task Order Contracting Officer's Representative.

1-A.1	Monthly Technical Status Reports	on or before the <b>15th</b> of each month
1-A.2	Monthly Financial Status Reports	on or before the <b>15th</b> of each month

#### **Subtask 1-B Financial Reporting and Cost Tracking**

1-B.1	Cost Tracking Reports included in the Monthly Financial Status Report	on or before the <b>15th</b> of each month
1-B.2	Ad-hoc Cost Tracking Reports	As Requested by TOCOR

#### **Subtask 1-C Task Order Management Plan**

1-C.1	Task Order Management Plan	30 calendar days after Task Order Award
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#### **Subtask 1-D Library and Menu of Task Order Services**

1-D.1	Task Order Menu of Services	Created within 60 calendar days of Task Order Award
1-D.2	SOPs for Task Order Menu of Services	Delivered within 65 calendar days of Task Order Award

## GS-35F-4594G TO 1525 Graphics and Media

1-D.3	Task Order Media and Graphic Library	Created within 60 calendar days of Task Order Award
1-D.4	SOPs for Media and Graphic Library	Delivered within 65 calendar days of Task Order Award

### Subtask 1-E Work Request Handling and Tracking

1-E.1	Workflow, SOPs and process documents	Delivered within 45 calendar days of Task Order Award
1-E.2	Schedule for Review of Workflow, SOPs and process documents	Delivered within 60 calendar days of Task Order Award
1-E.3	Work Schedule	Delivered within 45 calendar days of Task Order Award

### Subtask 1-F through 1-G:

All Deliverables will be defined in TDDs issued under this task order for Subtask 1-F through 1-G.

### Subtask 1-H. SES3 Contractor Staff Report

1-H.	SES3 Contractor Staff Report	Emailed by COB Friday, new report if changes from previous week's report with changes highlighted or email indicating no changes to the following: Contract Specialist, PO, Deputy PO, TOCOR, Alternate TOCOR, Thomas Lawless, Nancy Broom, and Mary McAdams
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All deliverables shall be provided in electronic format conforming to EPA standards. Some deliverables may need to be provided in multiple electronic format types for import or integration into EPA financial databases and project management systems or for reporting purposes and use in management dashboard web applications.

### Acceptance Criteria for Deliverables:

During the review of deliverables, the TOCOR or other designated COR shall have the right to reject or require correction of any deficiencies found in the deliverables. In the event of rejection of any deliverable, the contractor will be notified in writing by the TOCOR of the specific reasons why the deliverable is being rejected. The contractor shall have 10 calendar days to correct the rejected deliverable and return it to the TOCOR. The following list of acceptance criteria applies to all tasks:



1. Completeness, clarity, organization, consistency, technical accuracy, timeliness, technical accuracy, and grammatical correctness.
2. Where appropriate, deliverables shall also be evaluated for technical accuracy and adherence to SOPs and enterprise-wide processes.
3. All SOPs shall demonstrate quality assurance and control aspects of each task.
4. All SOPs shall demonstrate adherence to policies, procedures and directives issued by Agency IRM authorities.
5. Documents are technically accurate, grammatically correct, timely, meet Agency Standards for documentation.

## ***2. Graphics and Media Support Task***

The Contractor shall provide support for ancillary use-oriented business services that require either specific technical expertise or access to specialized technologies. Support shall be provided for events sponsored by or attended by EPA employees, and shall be requested by EPA via a contractor-provided work request system. The contractor shall provide trained and experienced staff for state-of-the-art graphic design, layout, photographic and video techniques and current releases of standard off-the-shelf commercial graphics, Internet, multimedia and word processing/desktop publishing software programs/packages such as the following programs (not all inclusive):

- Microsoft Office Products (Word, Excel, Visio, PowerPoint)
- Adobe Acrobat InDesign, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat, Adobe PageMaker
- VHS, Web, Beat Video, DVD
- AutoCad
- QuarkXPress
- OmniPage
- PostScript
- TextBridge Pro, etc.
- Adobe Premier
- Director
- MCXpress
- Freelance
- Corel Draw

The categories for these requirements include:

Subtask 2-A. Graphical Design

Subtask 2-B. Printing and Publication

Subtask 2-C. Multimedia Authoring, Editing, and Production

Subtask 2-D. Video and Photography Production

Subtask 2-E. Technical Writing, Editing, and Documentation

**Subtask 2-A. Graphical Design:** The contractor shall develop graphical elements to increase the visual appeal of publications or increase the understanding of publication messages including but not limited to:

- Managing requests for graphics support
- Developing or refining graphic templates for broad use
- Creating graphics and applying formatting, styles, and graphics such as images or illustrations to documents, presentations, brochures, posters, or other publications
- Editing and refining graphics for use in various publications

The contractor shall have the ability to prepare color or black and white slides or prints from computer generated images in response to individual work requests at the TDD level. This may include images generated by graphics software packages and computer assisted image processing software for electron and light microscopic images. Similarly, the Contractor shall provide user technical support and consultation regarding effective graphic design, use of graphic tools, equipment and software configuration and procurement, and preparation of documents for duplication, as requested.

Graphic design services include original concepts, designs and layouts, in black and white or color. Concepts depict conditions in two or three-dimensional realistic renderings. Comprehensives include final plans to full size and must be in such detail as to bear close resemblance to the finished product. Designs may include story-board sketches, pencil drawings, publication design, typographic layouts, posters, brochures, leaflets, flip cards, art for visual aids, film strips, and animation. Layouts specify precise guides in black and white or color with positioning of pictures, art and typography.

These standard off-the-shelf commercial graphics, word processing/desktop publishing, and digital video and sound editing shall be used by the contractor staff in producing original graphics. These tasks shall range in complexity from the very simple to those requiring animation and/or advanced production of interactive, high resolution presentations that may require high resolution color graphical displays on various terminals, workstations and other high end digital technologies.

Work shall conform to applicable graphics and printing standards. Maintain familiarity with computer graphics software and hardware being used by authors to originate figures; develop capability on software in widest use, convert author-supplied electronic graphic files into formats that can be modified and/or integrated into electronic documents using electronic publishing system.

**Subtask 2-B. Printing and Publication:** The contractor shall provide physical production of publications including but not limited to:

- Managing requests for printing or binding services
- Printing and binding of documents, presentations, brochures, posters, or other publications
- Distribution or delivery of printed materials

Graphics Publishing shall include at a minimum:

- Page layout and electronic publishing



- Data and format conversions, scanning to data
- Computer-aided design and drafting
- Engineering drawing and drafting
- Technical illustration and 3-D rendering
- Multimedia design and production
- Compact Disk (CD) design, mastering, and production
- Brochure and specialty material design

Electronic publishing capabilities shall include computer graphic design, text processing, conversion of data between diskette formats and among word processing systems, and technical illustrations. The Contractor shall provide photocopying/duplicating services consisting of high-speed duplication equipment and bindery equipment, distribution services. The Contractor shall provide reproduction, bindery, and distribution services to produce finished documents. Incoming jobs are in one or more of the following forms: hardcopy, network electronic files, and removable electronic media. Services to be provided by the contractor include print and online layouts, creating charts, machine drawings, base maps, instrument arrays, graphs and profiles of data parameters, color illustrations for public presentations, flow charts, scientific illustrations, signs, posters, displays, project status illustrations, altering and/or touching up photos, etc. Final products may include mounting on suitable board for products as oversized charts, graphs, maps, type proofs, or photographs. All material shall be mounted in a manner to ensure permanency and be free from wrinkles and buckling.

- Subtask 2-C. Multimedia Authoring, Editing, & Production:** The contractor shall provide services to develop, edit and produce multimedia presentations including but not limited to:
- Developing and editing presentations with varying content types including printed and electronically published documents, audio, video, and animations
  - Developing or editing interactive applications with menus and varying content types including text, audio, video and animations
  - Compiling and organizing documents for alternative media distribution (i.e. CDs or DVDs)

The Contractor shall provide support for production of multimedia presentation materials including video tape, video clips for Internet display, audio clips for Internet distribution, and multimedia presentations sets including visual and audio as well as textual media. The multimedia system hardware environment includes Windows 2000/XP Professional, Power Mac, as well as video consoles, video recorders, video cameras, VCR tape recorders, DVD recorders, and color printers.

- Subtask 2-D. Video and Photography Production:** The contractor shall provide support for digital video and photography formats including but not limited to:
- Creating photographs and videos by photographers and videographers
  - Transferring or converting video from one format to another (i.e. Photographs to digital format, etc.)
  - Editing video and image files

The Contractor shall provide digital photography, videography, and video production.

Photography

- Photography: color, black and white, and digital
- Photographic laboratory services
- Maintaining image archive Audio-Visual
- Presentation planning and reproduction
- Videography and video production
- Audio-visual equipment consultation and support

Activities related to this subtask include: Camera work, using traditional or digital technology to compose the subject, expose the image, and produce copies as specified of the image using various computer output devices. The contractor shall have the skill set to produce professional audio and video productions.

**Subtask 2-E. Technical Writing, Editing, and Documentation:** The contractor shall provide general, scientific, and technical writing, editing and documentation services as required to deliver graphical and media products as outlined in Subtasks A through D, including but not limited to:

- Documenting scientific processes and their outcomes
- Editing technical or scientific content required to deliver graphic and media products.

Technical editing capabilities shall include at a minimum document editing, text formulation, abstract and document summary creation, writing consultation, preparation of brochures and overview material, preparation of presentations, production editing and coordination, standards conformance, and document finalization and release. Editing may include correcting errors in spelling, grammar, punctuation, and checking materials including tables, figures, units of measure, headings, etc., for consistency of style and format in accordance with ORD and Agency established guidelines. Editing also includes checking reference lists for accuracy and completeness. Any discrepancies found during checks shall be documented so that the author/manager of the text can verify and correct. The contractor shall evaluate sentence structure, vocabulary usage, organization of the material, accuracy of technical terminology, and verify text citations of tables and figures.

The Contractor shall identify the project documentation requirements, indexing, bibliography, standards and conventions, data and status tracking, and automated mailing list addressing, together with control, information, and dissemination features to ensure timely, efficient, and cost-effective project documentation support. The contractor shall have the knowledge and skills in English writing and editing, document layout, publication production, text/graphics tools, presentation techniques, and Government document standards to provide cost-effective and timely completion of each product.

**Subtask 2-F. Archiving :** The contractor shall archive any and all images, data, text, etc., created under this Task Order into the Media and Graphic Library (refer to Deliverable 1-D.3) and create and maintain this archive in accordance with approved SOPs, EPA, and Federal database management practices and mandates.

**Deliverables Subtask 2-A through 2-E**



**All specific deliverables will be defined in TDDs or work requests issued under this task order.**

**Deliverables may include:**

Reference manuals, user guides, user procedures, specifications, technical reports, training material, video scripts, computer-based training material, interactive video material, and other types of technical communication.

Deliverables will include ORD business-related graphics and media support for events referenced in the historical calendar and daily requirements that must be fulfilled as specified through the work request system.

All deliverables shall be provided in electronic format conforming to EPA standards and any other format(s) requested in the work request. Other formats may include at a minimum CDs, DVDs, posters, signs, newsletters, and printed photographs. Some deliverables may need to be provided in multiple format types for various uses, including but not limited to reporting purposes and use in management dashboard web applications.

**Acceptance Criteria for Deliverables:**

During the review of deliverables the COR shall have the right to reject or require correction of any deficiencies found in the deliverables. In the event of rejection of any deliverable, the contractor will be notified in writing by the COR of the specific reasons why the deliverable is being rejected. The contractor shall have 10 calendar days to correct the rejected deliverable and return it to the COR. The following list of acceptance criteria applies to all tasks.

1. Completeness, clarity, timeliness, organization, consistency, meets requirements, quality, grammatically correct, and technical accuracy.
2. Additional acceptance criteria may be specified in individual work requests.

### ***3. Terms and Conditions***

**Compliance with Product Development Guidelines**

The contractor shall adhere to product development guidelines of both the Office of Environmental Information and EPA's Office of Public Affairs. These resources can be provided to the contractor separately if Intranet access is not available:

- a. <http://intranet.epa.gov/prodreview/guide/index.html>
- b. <http://intranet.epa.gov/oei/opro>
- c. All Web-related deliverables must meet the criteria expressed in the EPA Web Guide. This resource can be provided to the contractor separately if Intranet access is not available: <http://yosemite.epa.gov/oei/webguide.nsf/homepage/>  
If applicable, deliverables shall be prepared in accordance with:
  - i. Section 508 of the Americans with Disabilities Act
  - ii. Government Paperwork Elimination Act

- iii. The Clinger-Cohen Act
- iv. Computer Security Act
- v. Government Information Security Reform Act
- vi. Applicable OMB Guidance

#### **Compliance with Information Technology Guidelines**

All contractor work must comply with pertinent Federal and EPA information processing and telecommunications standard and procedural guidelines. The contractor shall also comply with the Federal Information Processing and Standards (FIPS), published by the National Institute for Standards and Technology (NIST). The contractor shall also comply with EPA's IT

Architecture Roadmap and related implementation decisions, and EPA technical and operational standards as issued by its technology services organizations. The contractor shall observe the policies, procedures and formats published at [www.epa.gov/irmpoli8](http://www.epa.gov/irmpoli8) - *IM & IT Policies That Affect Contractors Performing Work through EPA Issued Contracts*.

#### **Confidentiality Agreement**

In the event that confidential or sensitive information may be given to or obtained by the Contractor in connection with or in the process of this solicitation, the Contractor and Contractor's personnel may be required to execute a confidentiality agreement. It will be incumbent upon the Contractor to ensure that any and all confidential information it receives by whatever means is kept confidential and is not released to any person or entity that is not required to have such information as a part of the preparation of a quote in response to this SOW.

#### **Protection of EPA Data**

The EPA's environmental databases, applications, and systems are a primary resource of the United States and appropriate protection of their integrity, confidentiality, and availability is an absolute necessity. The contractor shall ensure that all graphics and media support work performed under this Task Order does not compromise the security of these systems or data contained therein, and shall execute a security program that protects their integrity, confidentiality, and availability consistent with EPA security policy. Any security breach shall be identified, closed, and reported in accordance with established EPA policies and procedures at the earliest possible time. The SES<sup>3</sup> contractor staff must be fully aware of and liable for unauthorized access by their staff. The contractor shall defend against this type of unauthorized access through policy and technical means, including appropriate background checks to help ensure trustworthiness of contractor employees.

#### **Conformance to EPA Standards and EPA and Federal Policy**

The contractor shall abide by all EPA regulations, policies, and procedures in effect during the Task Order period of performance. Please refer to the SES3 Blanket Purchase Agreement statement of work for additional information.

#### **Contracting Officer Representatives (CORs)**

CORs include the BPA Project Officer (BPAPPO), Task Order COR (TOCOR), Deputy TOCOR (DTOCOR), and Technical Monitors (TM). Only a COR may issue TDDs, work requests, and technical direction. Only a COR may call meetings with customers, end-users, or clients. The



contractor may schedule meetings with CORs. Meetings seeking technical clarification that does not involve tasking are informal in nature and do not require COR coordination.

#### **Technical Direction**

(a) The BPA Project Officer is the primary representative of the Contracting Officer authorized to provide technical direction on task order performance.

(b) Individuals other than the BPA Project Officer may be authorized to provide technical direction. A TOCOR, Technical Monitor, or other designee is authorized to provide technical direction, subject to the limitations set forth below, only on his/her task order.

(c) Technical direction includes:

(1) Direction to the contractor which assists the contractor in accomplishing the Statement of Work.

(2) Comments on and approval of reports or other deliverables.

(d) Technical direction must be within the scope of the BPA and the task order statement of work. The BPA Project Officer or any other technical representative of the Contracting Officer does not have the authority to issue technical direction which (1) institutes additional work outside the scope of the BPA, task order; (2) constitutes a change as defined in the "Changes" clause; (3) causes an increase or decrease in the estimated cost of the BPA, task order; (4) alters the period of performance; or (5) changes any of the other expressed terms or conditions of the BPA, task order.

(e) Technical direction will be issued in writing or confirmed in writing within five (5) calendar days after verbal issuance. One copy of the technical directive document will be forwarded to the Contracting Officer and the BPA COR.

#### **Other Direct Costs and Travel**

(1) Other Direct Costs--Other Direct Costs (ODCs) are items which are allowable and allocable direct costs to the Task Order for which EPA may reimburse the Contractor. Such items shall be charged in accordance with the Contractor's established and accepted accounting practices except as stated below. The Task Order COR (TOCOR) may provide approval for materials and supplies up to \$500.00 (for a single item or a related group of items). For costs beyond \$500, the EPA Contracting Officer's approval is required. For ODCs requiring the Contracting Officer's approval, Contractors shall submit ODC requests via one email to the Contracting Officer, Contract Specialist and CORs as applicable.

This consent is only intended to be a determination of technical reasonableness and is not a pre-determination as to the allowability of these costs. Equipment is considered to be "facilities" for the purpose of Part 45 of the Federal Acquisition Regulation and, with certain exceptions, may not be reimbursed as a direct charge to the contract.

(2) Travel--Travel up to \$1,000.00 for a single trip (e.g. one trip for 3 people or 1 trip for 1 person) is allowable as a charge to this Task Order with prior written consent of the TOCOR. Travel in excess of \$1,000.00 for a single trip (e.g. one trip for 3 people or 1 trip for 1 person) is not allowable as a charge to this task order without prior written consent of the Contracting Officer. Except as explicitly set forth below, the Contractor shall be reimbursed for allowable and allocable travel costs actually incurred by and paid to the Contractor's employees, provided

such costs do not exceed the amount that would be payable to an employee of the Environmental Protection Agency conducting the same travel while on Government business. In determining the dollar value of allowable Contractor employee travel costs, the limitation of the Federal Travel Regulations effective on the date of travel will apply to Contractor employees to the same extent they apply to Federal Government employees.

(a) Contractors shall submit ODC Travel Requests via one email to the Contracting Officer, Contract Specialist and CORs as applicable. Contractors shall submit the following required information per person:

- (i) Purpose of travel
- (ii) Mileage, including point of origin to destination locations
- (iii) Hotel (# nights) at Government rate \$\_\_ per night
- (iv) Meal per diem M&IE Government rate for \_\_\_\_ (\$\_\_ \* \_\_ days,  
\$\_\_ \* \_\_ days)
- (v) - Total

(3) The Contractor may be required to furnish to the Contracting Officer documentary proof of every travel expenditure that exceeds twenty-five dollars (\$25), including receipts for common carrier transportation expenditures. Bona fide lodging receipts may be required to be submitted by the Contractor along with the monthly invoices.

(4) The Contractor may elect to reimburse its employees for meals and incidental expenses (as defined in the Federal Travel Regulations) on a per diem basis, and the Contractor will be reimbursed for such payments. In no event shall the reimbursement allowed under this provision exceed the standard per diem rate for meals and incidental expenses allowable under the Federal Travel Regulations.

(5) To the maximum extent practicable consistent with travel requirements, the Contractor agrees to use the reduced air transportation and hotel/motel rates and services provided through available Government discount air fares and lodging rates for bona fide employees' travel that is otherwise reimbursable as a direct cost pursuant to this contract when use of such rates results in the lowest overall cost. The Contractor shall submit requests, including pertinent information, for specific authorization to use these rates to the Contracting Officer.

#### **Travel Required By Contractor Staff**

Contractor staff may be required to travel in support of this Task Order. The following shows the locations to which travel may occur.

City	State
Ada	OK
Athens	GA
Cincinnati	OH
Corvallis	OR



Duluth	MN
Edison	NJ
Grosse Ile	MI
Gulf Breeze	FL
Las Vegas	NV
Narragansett	RI
Newport	OR
Research Triangle Park	NC
Washington	DC

The contractor shall generate and submit to the TOCOR, a detailed Trip Report within five working days of completing the travel. The trip report shall contain the purpose of the trip, its length, location visited, issues/information obtained on the trip, action items and recommendations resulting from the trip that impact the services being delivered.

### **Training**

The contractor shall provide and maintain a qualified staff of personnel to meet the requirements of the Statement of Work. The contractor shall provide training at no cost to the government to keep its personnel abreast of changes to the areas associated with the requirements of the task order. In addition, the contractor shall ensure that its personnel receive appropriate safety, health and environmental training in accordance with Federal, state and local requirements prior to assigning any task that require such training. The contractor shall provide documentation of such training upon the request of the BPA Contracting Officer's Representative and/or Contracting Officer (CO).

The Government will not directly reimburse the cost for contractor employees to meet or maintain minimal task order requirements or to obtain and sustain an appropriate level of professionalism. Any direct charges for training will only be considered for reimbursement under this task order by compliance with the procedures set forth in the paragraph below.

There may be occasions when it is determined to be in the best interest of the Government to reimburse the contractor for the direct cost of training associated with a requirement that represents a unique Government need unrecognized at the time of task order award. When such circumstances occur, the contractor shall secure the CO prior written approval by submitting a written request to the TOCOR that includes, at a minimum the following information:

- a. Individual to be trained (Identify position and job duties under task order.)
- b. Description of circumstances necessitating the training. (Describe the specific change to the performance requirements. Identify by number and title of the task order(s) that will benefit from training and describe in detail how the training relates to the Statement of Work and job duties under the task order.)
- c. Estimated price (Include a price breakdown with an explanation of why this is the most price effective means to fulfill the task order requirements.)
- d. The contractor may include a request to use Government facilities for EPA-requested training only. The use of Government facilities for any other training is prohibited.

The Contracting Officer will provide the contractor with written approval or disapproval of the request. Approval of a task order quote that includes training as an other direct price element shall not be construed to mean the training is approved; i.e., the contractor shall obtain written approval for the training as described. Training billed as a direct cost shall be disallowed by the TOCOR unless approved.

#### **Treatment of Confidential Business Information**

(a) The Task Order COR or his/her designee, after a written determination by the appropriate program office, may disclose confidential business information (CBI) to the Contractor necessary to carry out the work required under this task order. The Contractor agrees to use the CBI only under the following conditions:

(1) The Contractor and Contractor's employees shall: (i) use the CBI only for the purposes of carrying out the work required by the task order; (ii) not disclose the information to anyone other than properly cleared EPA employees without the prior written approval of the Assistant General Counsel for Contracts and Information Law; and (iii) return the CBI to the TOCOR or his/her designee, whenever the information is no longer required by the Contractor for performance of the work required by the task order, or upon completion of the task order.

(2) The Contractor shall obtain a written agreement to honor the above limitations from each of the Contractor's employees who will have access to the information before the employee is allowed access.

(3) The Contractor agrees that these task order conditions concerning the use and disclosure of CBI are included for the benefit of, and shall be enforceable by, both EPA and any affected businesses having a proprietary interest in the information.

(4) The Contractor shall not use any CBI supplied by EPA or obtained during performance hereunder to compete with any business to which the CBI relates.

(b) The Contractor agrees to obtain the written consent of the CO, after a written determination by the appropriate program office, prior to entering into any subcontract that will involve the disclosure of CBI by the Contractor to the subcontractor. The Contractor agrees to include these provisions, including this paragraph (b), in all subcontracts awarded pursuant to this task order that require the furnishing of CBI to the subcontractor.

#### **Handling Confidential Business Information**

The Contractor shall notify the Government if any situation arises where contractor personnel may have had access to confidential business information, or sensitive information. The situation shall be handled in accordance with CBI related clauses in the contract and the Contractor shall promptly deliver the material to the TOPO for appropriate action.

#### **Release of Contractor Confidential Business Information**



(a) The EPA may find it necessary to release information submitted by the Contractor either in response to this solicitation or pursuant to the provisions of this task order, to individuals not employed by EPA. Business information that is ordinarily entitled to confidential treatment under existing Agency regulations (40 C.F.R. Part 2) may be included in the information released to these individuals. Accordingly, by submission of this proposal or signature on this task order or other contracts, the Contractor hereby consents to a limited release of its CBI.

(b) Possible circumstances where the Agency may release the Contractor's CBI include, but are not limited to the following:

(1) To other Agency contractors tasked with assisting the Agency in the recovery of Federal funds expended pursuant to the Comprehensive Environmental Response, Compensation, and Liability Act, 42 U.S.C. Sec. 9607, as amended, (CERCLA or Superfund);

(2) To the U.S. Department of Justice (DOJ) and contractors employed by DOJ for use in advising the Agency and representing the Agency in procedures for the recovery of Superfund expenditures;

(3) To parties liable, or potentially liable, for costs under CERCLA Sec. 107 (42 U.S.C. Sec. 9607), et. al., and their insurers (Potentially Responsible Parties) for purposes of facilitating settlement or litigation of claims against such parties;

(4) To other Agency contractors who, for purposes of performing the work required under the respective contracts, require access to information the Agency obtained under the Clean Air Act (42 U.S.C. 7401 et seq.); the Federal Water Pollution Control Act (33 U.S.C. 1251 et seq.); the Safe Drinking Water Act (42 U.S.C. 300f et seq.); the Federal Insecticide, Fungicide and Rodenticide Act (7 U.S.C. 136 et seq.); the Resource Conservation and Recovery Act (42 U.S.C. 6901 et seq.); the Toxic Substances Control Act (15 U.S.C. 2601 et seq.); or the Comprehensive Environmental Response, Compensation, and Liability Act (42 U.S.C. 9601 et seq.);

(5) To other Agency contractors tasked with assisting the Agency in handling and processing information and documents in the administration of Agency contracts, such as providing both preaward and post award audit support and specialized technical support to the Agency's technical evaluation panels;

(6) To employees of grantees working at EPA under the Senior Environmental Employment (SEE) Program;

(7) To Speaker of the House, President of the Senate, or Chairman of a Committee or Subcommittee;

(8) To entities such as the General Accounting Office, boards of contract appeals, and the Courts in the resolution of solicitation or contract protests and disputes;

(9) To Agency contractor employees engaged in information systems analysis, development, operation, and maintenance, including performing data processing and management functions for the Agency; and

(10) Pursuant to a court order or court-supervised agreement.

(c) The Agency recognizes an obligation to protect the contractor from competitive harm that may result from the release of such information to a competitor. Except where otherwise provided by law, the Agency will permit the release of CBI under subparagraphs (1), (3), (4), (5), (6), or (9) only pursuant to a confidentiality agreement.

(d) This clause does not authorize the Agency to release the Contractor's CBI to the public pursuant to a request filed under the Freedom of Information Act.

(e) The Contractor agrees to include these provisions, including this paragraph (e), in all subcontracts at all levels awarded pursuant to this task order that require the furnishing of confidential business information by the subcontractor.

#### **Government Contractor Relations**

(a) The Government and the Contractor understand and agree that the services to be delivered under this task order by the contractor to the Government are non-personal services and the parties recognize and agree that no employer-employee relationship exists or will exist under the task order between the Government and the Contractor's personnel. It is, therefore, in the best interest of the Government to afford both parties a full understanding of their respective obligations.

(b) Contractor personnel under this task order shall not:

(1) Be placed in a position where they are under the supervision, direction, or evaluation of a Government employee.

(2) Be placed in a position of command, supervision, administration or control over Government personnel, or over personnel of other Contractors under other EPA contracts, or become a part of the Government organization.

(3) Be used in administration or supervision of Government procurement activities.

(c) Employee Relationship:

(1) The services to be performed under this task order do not require the Contractor or his/her personnel to exercise personal judgment and discretion on behalf of the Government. Rather the Contractor's personnel will act and exercise personal judgment and discretion on behalf of the Contractor.

(2) Rules, regulations, directives, and requirements that are issued by the U.S. Environmental Protection Agency under its responsibility for good order, administration, and security are



applicable to all personnel who enter the Government installation or who travel on Government transportation. This is not to be construed or interpreted to establish any degree of Government control that is inconsistent with a non-personal services contract.

(d) Inapplicability of Employee Benefits: This task order does not create an employer-employee relationship. Accordingly, entitlements and benefits applicable to such relationships do not apply.

(1) Payments by the Government under this task order are not subject to Federal income tax withholdings.

(2) Payments by the Government under this task order are not subject to the Federal Insurance Contributions Act.

(3) The Contractor is not entitled to unemployment compensation benefits under the Social Security Act, as amended, by virtue of performance of this task order.

(4) The Contractor is not entitled to workman's compensation benefits by virtue of this task order.

(5) The entire consideration and benefits to the Contractor for performance of this task order is contained in the provisions for payment under this task order.

(e) Notice. It is the Contractor's, as well as, the Government's responsibility to monitor task order activities and notify the Contracting Officer if the Contractor believes that the intent of this clause has been or may be violated.

(1) The Contractor must notify the Contracting Officer in writing promptly, within 5 calendar days from the date of any incident that the Contractor considers to constitute a violation of this clause. The notice must include the date, nature and circumstance of the conduct, the name, function and activity of each Government employee or Contractor official or employee involved or knowledgeable about such conduct, identify any documents or substance of any oral communication involved in the conduct, and the estimate in time by which the Government must respond to this notice to minimize cost, delay or disruption of performance.

(2) The Contracting Officer will promptly, within 5 calendar days after receipt of notice, respond to the notice in writing. In responding, the Contracting Officer will either:

(i) confirm that the conduct is in violation and when necessary direct the mode of further performance;

(ii) countermand any communication regarded as a violation;

(iii) deny that the conduct constitutes a violation and when necessary direct the mode of further performance; or

(iv) in the event the notice is inadequate to make a decision, advise the Contractor what additional information is required, and establish the date by which it must be furnished by the Contractor and the date thereafter by which the Government will respond.

**52.217-8 Option to Extend Services (Nov 1999)**

The Government may require continued performance of any services within the limits and at the rates specified in the contract. These rates may be adjusted only as a result of revisions to prevailing labor rates provided by the Secretary of Labor. The option provision may be exercised more than once, but the total extension of performance hereunder shall not exceed 6 months. The Contracting Officer may exercise the option by written notice to the Contractor within 30 days.

**52.217-9 Option to Extend the Term of the Contract (Mar 2000)**

(a) The Government may extend the term of this contract by written notice to the Contractor within 30 days; provided that the Government gives the Contractor a preliminary written notice of its intent to extend at least 60 days before the contract expires. The preliminary notice does not commit the Government to an extension.

(b) If the Government exercises this option, the extended contract shall be considered to include this option clause.

(c) The total duration of this contract, including the exercise of any options under this clause, shall not exceed seventy two (72) months.